

> GROW Your LTCi Sales

WITH MUTUAL OF OMAHA

LTCi is a product many people need, but too few own. Given the demographic shift as 70 million baby boomers enter or near retirement and with no viable government alternative on the horizon, we see LTCi as a product with incredible potential for growth.

WHAT MAKES LTCI RIGHT FOR MUTUAL OF OMAHA?

LTCi has been a core product for Mutual of Omaha since 1987. And it remains an important part of our corporate strategy to provide asset protection to middle market Americans.

LTCi is a valuable piece of the financial planning puzzle. Along with our other core products – life insurance and Medicare supplements – LTCi meets a specific need for protection as people move through the stages of their lives. And that gives LTCi the potential to become an important financial planning tool.

WHAT MAKES MUTUAL OF OMAHA RIGHT FOR YOU?

There are a lot of reasons to grow your LTCi business with Mutual of Omaha.

> Our Commitment

We're not just committed to the LTCi marketplace, we're also committed to helping you sell by providing the tips, tools and training you need to connect with customers.

> Our Strength

As a mutual company that's been around for over a century, we're not driven by short-term quarterly results that often characterize publicly-traded companies. And that allows us to make business decisions with the best interest of our policyholders – your customers – in mind.

> Our Products

We've simplified our product offering with our MutualCare® Solutions portfolio to offer benefits that are both predictable and provide substantial value to your customers, like a built-in cash benefit with no elimination period, a monthly (not daily) benefit, shorter benefit periods and lower inflation protection options. This is our focus for the future and how we plan to grow LTCi sales.

LET'S GROW TOGETHER

Even though it's been around for over three decades, LTCi is a product that's still in its infancy. It's not the same product it was when it first hit the market. And it will continue to evolve as needs change over time. With people living longer, the demand for LTC services is certain to increase. And as more and more people realize the high cost of those services and understand the importance of having something that will protect a portion of their hard-earned nest egg, LTCi will become an increasingly popular solution. So let's start growing LTCi... together!

